



Rural Poultry : Sustainable Poultry

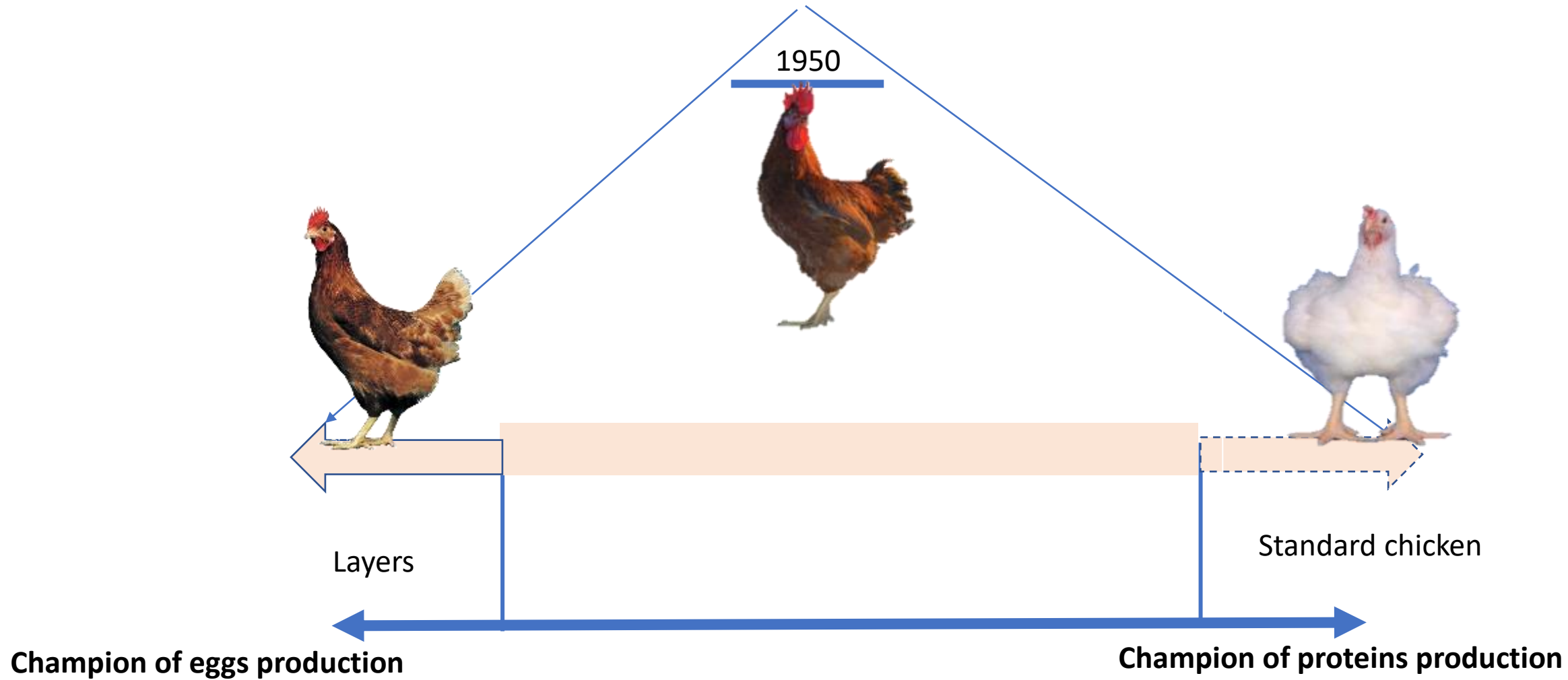
Louis Perrault – ERPA Member





Durable / Sustainable

- Durable : notion of continuity (“lasting?”)
- Sustainable : French word « Soutenir » (sustain, support)
- Sustainable: may be more “balanced”





Same age in the eighties and today

- Live weight improved
- Better feed efficiency
- Better use of ressources
- Better breast meat production

Better productivity
Economically : a success

This economic model imposes bigger and bigger farms (huge capital invested)



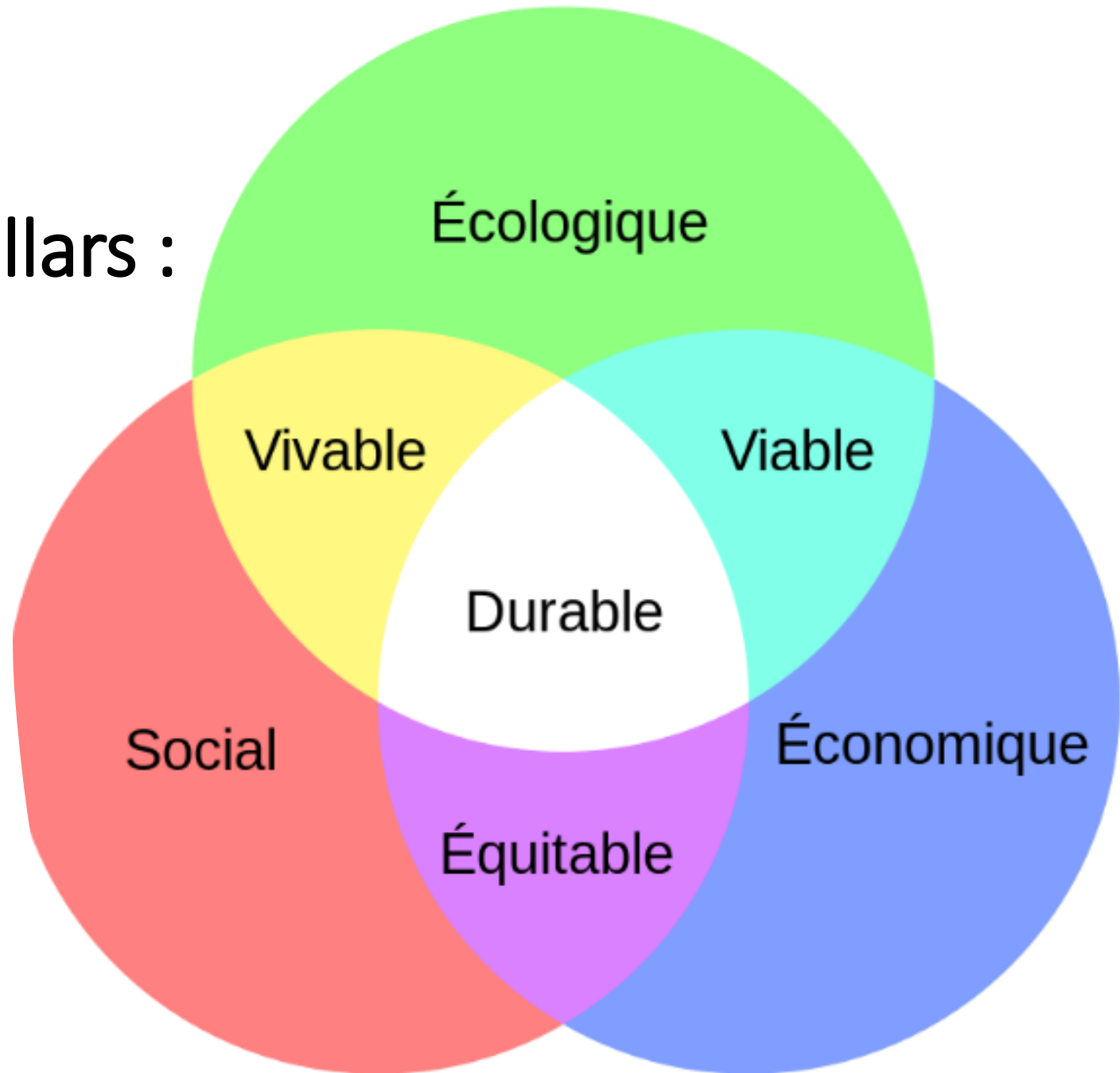
On the opposite of rural poultry: human sized farms

Simpler and cheaper housing. Accessible investments



Rural poultry at the crossroads of those 3 pillars :

- Ecological
- Social
- Economic



A photograph of a large flock of brown chickens in a grassy field. In the background, there are several large, leafy green trees. The sky is overcast. A semi-transparent circular overlay is on the right side of the image, containing text.

Ecological =
Environmental

As an evidence !

Human sized farms, spread and anchored in the territories

Free range poultry

Animal and vegetal biodiversity preserved (agroforestry)



Social : 2 levels



1) Societal expectations

Welfare

Slow growth

Quality, taste

Antibiotic use



2) Social link

Proximity

Local production



Welfare
Slow Growing
Healthy Poultry





Women and men, proud of their local
production in their territories





Slow growth genetic, more resistant
and adapted to all climate conditions



Economic
(social link)



Local economy



From Farm to
Fork!



Fewer
intermediaries



CONCLUSION

Rural Poultry = Sustainable
&
in the heart of the
« Farm to Fork Strategy » :

- Rural Poultry = sustainable food system = resilient, environmentally friendly, meeting social expectations, and bringing added value to the territories
- Animal welfare friendly
- Poor antibiotic use
- Organic production
- Contributing to animal and vegetal biodiversity
- Consumers information:
 - Local and well known origin, sometimes with IGP/AOP
 - Farming system labelling